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BETTER BLOOMING BULBS
HEBERLING'S GLADIOLUS
 CORN BELT GROWN
 Incorporated
 J. H. HEBERLING Easton, Ill., U.S.A.
 (Return Postage Guaranteed if Not Delivered)

GLADIOLUS

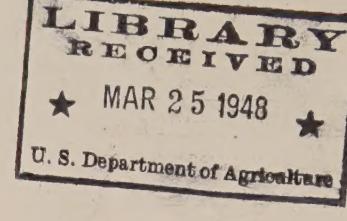
BIG CLOSING OUT SALE

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BETTER BLOOMING BULBS
HEBERLING'S GLADIOLUS
 CORN BELT GROWN
 INCORPORATED

J. H. Heberling

Easton, Illinois, U. S. A.

J. S. Heberling

MARCH 1, 1948

SPRING CLOSING OUT SALE

In order to clean up our surplus stock so that we may get to planting on time, we are making VERY SPECIAL PRICES herein for quick sale. (You read, we weep.)

GREETINGS AND THANKS TO OUR OLD CUSTOMERS and GREETINGS TO OUR NEW CUSTOMERS:
 OUR GUARANTEE. We guarantee all bulbs purchased from us to be true to name, up to size and free of disease and insect pests. So certified by Chief Plant Inspector of the State of Illinois.
 SHIPMENTS.—Your acknowledgement card will carry the approximate shipping date. We will make every effort to give satisfactory service.
 SIZE. All bulbs listed below are blooming size.

RARE VARIETIES (Prepaid)

Select bulbs value \$ 7.00, send \$ 5.00

(No Extras)

Select bulbs value \$15.00, send \$10.00

Select bulbs value \$30.00, send \$20.00

Select bulbs value \$50.00, send \$33.00

ABIGAIL (Myers-Milo). This new lavender promises to become our leading lavender. An excellent variety opening up to eight large blooms. Increases well. A variety of great merit.
 Price each: L. \$3.00, M. \$2.00, S. \$1.00, Blts. each .35 10 \$3.00

APRICOT GLORY (Sisson). A tall soft, deep apricot. This new variety looks very promising in this color class.

Price each: L. \$1.00, M. .60, S. .40, Blts. 3 .25, 10 .75

BAGUETTE (Winsor-Moseley). Glistening apricot, brighter edges and ruffled. A tall decorative with heavy substance. Buds fair to become very popular commercial.

Price each: L. .75, M. .50, S. .25, Blts. 5 .25, 10 .50

CORALEEN (Jackson). A medium sized spike and flower of great beauty of color and placement. Clear coral salmon and a splendid exhibition and commercial. Prolific and healthy.

Each: L. .50, M. .30, S. .20, Blts. 10 .25, 100 \$2.00

DEBORAH SAMPSON (Scheer-Wyman). A beautiful, tall, light pink. Almost self color. Large florets and excellent placement. Outstanding. Good commercially.

Each: L. \$2.50, M. \$1.50, S. \$1.00, Blts. each .25, 10 \$2.00 100 \$16.00

DREAM CASTLE (Lins). A most beautiful light, pure pink. A tall flower of dignity and grace with many open. A very beautiful and graceful Glad with good commercial possibilities.

Each: M. .30, S. .20, Blts. 10 .50, 100 \$4.00

Ten: M. \$2.60, S. \$1.60

DUSTY MILLER (Elliot). A good spike of smoky old rose and an excellent performer. Unusual. One of the best smokies.

Each: M. .50, S. .25, Blts. 4 .25, 10 .50

EVENING LIGHT (Winsor-Moseley). A large exhibition and commercial variety that has made good. Peach pink with cream throat. Very rich.

Each: L. .75, M. .50, Blts. 4 .30

FABULOUS (La Salle). Bright rose salmon with broad white throat, and blood red blotch. Very striking.

Each: L. \$2.00, S. \$1.00, Blts. each .25

GAVOTTE (Roberts). A frilled light pink. This variety has much merit and quality this first season. We like it.
 Each: L. \$1.50, M. \$1.00, S. .75, Blts. 2 .25, 10 \$1.00

GENGHIS KHAN (Scheer). A beautiful rosy pink. Large flowers of very heavy substance, nicely ruffled. Outstanding.

Each: L. \$1.00, M. .75, S. .50, Blts. 2 .25

HUNTRESS (Jack). Large early lavender. Huntress is outstanding for a tall straight spike, good substance, good placement and symmetrical spike. We believe that Huntress is going places.

Each: L. \$1.00, S. .45, Blts. 3 .25, 10 .75

JUNE DAY (Roberts). A new and very early commercial pink. Said to be the earliest variety to date. A good spike of 18 buds. A big future commercially.

Each: L. \$3.00, M. \$2.00, S. \$1.00, Blts. 1 .35, 10 \$3.00 100 \$24.00

KESTREL (Palmer). A light orange salmon with cream throat. Tall with eight to ten open florets from a total of 20 buds.

Outstanding.

Each: M. .50, C. .25, Blts. 10 .25, 100 \$2.00

LANCASTER (Palmer). An exhibition clear purple, opens eight florets on a tall spike. Very good.

Each: L. .75, M. .50, S. .25, Blts. 10 .50

MINSTREL (Palmer). A huge lavender pink which sometimes flecks but unbeatable at its best. A very long flower head with five or six large florets open. Very good.

Each: L. \$1.00, M. .75, S. .50, Blts. 3 .35, 10 \$1.00

MISS VERMONT (Hatch). An early lavender tinted pink. Eight to ten open. A good propagator. Award of merit at Maryland trial gardens.

Each: L. .75, S. .25, Blts. 10 .50, 100 \$4.00

MYRNA FAY (Lins). A new lavender of merit, with a long spike and 18 to 20 buds. Early and opens eight to ten. Good propagator and bulbils frequently bloom. Great commercial possibilities.

Each: L. \$2.00, M. \$1.50, S. \$1.00, Blts. 2 .25, 10 \$1.00 100 \$5.00

ORIENTAL PEARL (Carlson-Puerner). A giant clear cream. Very tall and up to six florets open, seven inches across. Twenty to 24 buds per spike. Very outstanding.

Each: L. \$2.00, M. \$1.50, S. \$1.00, Blts. each .25, 10 \$2.00 100 \$16.00

PHANTOM BEAUTY (Bastian). A gorgeous, clear light pink of the formal type. Perfect placement and good spike of 20 or more buds. The color is clear and pure and the spikes are beauties. Eight to 10 open. One of our best new varieties. Grand championship award.

Each: L. \$7.00, M. \$5.00, S. \$3.00, Blts. 1 .75, 10 \$6.00

ROSEA (Errey). Clear bright rose pink. Large florets of good substance with eight open.

Each: M. .35, S. .25, Blts. 5 .25, 10 .50

SNOW CRUISER (Evans). Mr. Evans says this variety is an immense super giant exhibition and commercial variety. A huge pure white without markings. Winner of many championship awards.

Each: L. \$2.50, M. \$1.50, S. \$1.00, Blts. 2 .40, 10 \$1.60

SPOTLIGHT (Palmer). A deep yellow with small scarlet blotch. The blooms are large, well placed on a tall slender spike. Six open. An excellent exhibition and commercial variety.

Each: L. .50, M. .35, S. .25, Blts. 10 .50

TROJAN (Snyder). Tall salmon with yellow throat. Florets are of good texture with 20 buds on long flower head. A good mid-west variety and a heavy producer of bulbils.

Each: L. \$3.00, M. \$2.00, S. \$1.00, Blts. each .30, 10 \$2.40

TRUE LOVE (Kline). An early ruffled shell pink. Tall spike with 16 to 18 buds and five-inch florets. An outstanding early variety.

Each: L. .60, M. .40, S. .25, Blts. 6 .25, 100 \$2.50

VIRGIN (Lins). An immense pure white with six to eight very large florets open. Outstanding.

Each: L. \$1.50, M. \$1.00, S. .75, Blts. 3 .50, 10 \$1.50

RETAIL PRICE LIST (PREPAID) Exhibition and Commercial

| Variety | Per | Large | Medium |
|--|-----|-------|--------|
| ALGONQUIN (Palmer). Bright red with long flower head | .30 | .25 | .15 |
| | 10 | .75 | .45 |
| BAGDAD (Palmer). An immense, tall smoky | 3 | .15 | .10 |
| | 10 | .50 | .30 |
| BANCROFT WINSOR (Winsor). A large outstanding orange | 1 | .35 | .20 |
| | 10 | 3.00 | 1.80 |
| BEACON (Palmer). Bright red, cream blotch | 3 | .15 | .10 |
| | 10 | .50 | .30 |
| BIG TOP (Rich). A very tall and clear light pink. Immense florets | 3 | .30 | .20 |
| | 10 | 1.00 | .80 |
| BLAZE (Lins). A flashing red | 3 | .15 | .10 |
| | 10 | .50 | .30 |
| BLACK OPAL (Errey). One of the best dark reds | 3 | | .15 |
| | 10 | | .45 |
| BLUE BEAUTY (Pfitzer). An outstanding blue | 3 | .20 | .12 |
| | 10 | .60 | .35 |
| BRITISH COLUMBIA GIANT (Can.). A giant light pink | 1 | .50 | .30 |
| | 10 | 4.00 | 2.40 |
| BUCKEYE BRONZE (Wilson). A magnificent large bronze. Perfect placement | 2 | .30 | .20 |
| | 10 | 1.20 | .80 |
| BUENA VISTA (Maj.). The tallest and largest purple we grow | 1 | .50 | .30 |
| | 10 | 4.00 | 2.40 |
| CAPEHEART (Winsor). Tall light salmon pink. Perfect placement | 2 | .20 | .12 |
| | 10 | .60 | .35 |
| CASABLANCA (Maj.). An excellent tall, creamy white | 2 | .25 | .15 |
| | 10 | 1.00 | .60 |
| CHAUMONY (Baerman). A grand cerise rose. Tall and with many open. GOOD | 2 | .25 | .15 |
| | 10 | 1.00 | .60 |
| CHRISTABEL (Mitch). A large light pink | 3 | .20 | .12 |
| | 10 | .50 | .30 |
| CORAL GLOW (Ellis). A brilliant and sparkling orange | 3 | .25 | .15 |
| | 10 | .70 | .40 |

| Variety | Per | Large | Medium |
|---|-----|-------|--------|
| CORONA (Palmer). A large, creamy white with rose picotee edge | 3 | .20 | .12 |
| | 10 | .60 | .35 |
| CREVE COEUR (Young). A very good smoky orange | 3 | .15 | .10 |
| | 10 | .50 | .30 |
| CRINKLED CREAM (Ellis). A giant spike of rich yellow | 1 | .25 | .20 |
| | 10 | 2.00 | 1.20 |
| DEBONAIR (Palmer). A very tall and attractive pink. Late | 3 | .15 | .10 |
| | 10 | .50 | .30 |
| DIANE (Krueger). A tall salmon orange | 2 | .25 | .15 |
| | 10 | 1.00 | .60 |
| DR. F. E. BENNETT. A sparkling orange red | 3 | .15 | .10 |
| | 10 | .50 | .30 |
| ELIZABETH THE QUEEN (White). A beautiful large lavender. Well named | 2 | .30 | |
| | 10 | 1.20 | |
| ETHEL CAVE COLE (Cave). An unequalled light pink | 3 | .20 | .13 |
| | 10 | .60 | .35 |
| FAY (Jack). Nice large ruffled pink with cream throat. Opens six or seven nicely arranged blooms. Looks an excellent commercial | 1 | .30 | .20 |
| | | | |
| FLORA FARMER (Quackenbush). A large highly ruffled rose with white throat | 3 | .20 | .12 |
| | 10 | .60 | .35 |
| GOLDEN CHIMES (Ellis). A large ruffled light yellow | 3 | .20 | .12 |
| | 10 | .60 | .35 |
| GOLDEN CUP. A rich deep yellow | 3 | .15 | .10 |
| | 10 | .50 | .30 |
| HALLOWEEN (Lins). A large ruffled orange | 2 | .25 | .15 |
| | 10 | 1.00 | .60 |
| HARMAU (Lins). A large orange red with rose overtone | 3 | .30 | .20 |
| | 10 | .80 | .50 |
| HUNTRESS (Jack). A new variety of much merit. A rosy lavender highly ruffled | 1 | 1.00 | .80 |
| | 10 | 8.00 | 6.40 |

| Variety | Per | Large | Medium |
|--|-----|-------|--------|
| KING ARTHUR (Arenius). An outstanding rich, high ruffled lavender | 3 | .20 | .12 |
| | 10 | .60 | .35 |
| KING CLICK (Wilson). An immense red with long flower head. Good | 2 | .30 | .20 |
| | 10 | 1.20 | .80 |
| KING LEAR (Palmer). An intensely ruffled, tall purple. Very good | 3 | .20 | .12 |
| | 10 | .50 | .30 |
| KING TAN (Wilson). A large rosy tan. Long flower head. It has merit | 2 | .30 | .20 |
| | 10 | 1.20 | .80 |
| KING WILLIAM (Schenetsky). A large outstanding pink with cream throat. Very good | 3 | .25 | .15 |
| | 10 | .60 | .45 |
| LADY JANE (Lake). A beautiful cream colored Glad with yellow lips and center. Straight strong spike. Good commercial | 3 | .30 | .20 |
| | 10 | .75 | .45 |
| LANTANA (Palmer). A very rich orange yellow. Long flower head, shorter stem. Very showy | 2 | .25 | |
| | 10 | 1.00 | |
| LAVENDER & GOLD (Baerman). Not large, but a beautiful lavender and gold | 2</ | | |

RETAIL PRICE LIST (Continued)

| Variety | Per | Large | Medium |
|--|-----|-------|--------|
| MARSAILIA (Scheer). A large heavy spike of deep crimson red. | 10 | .20 | .12 |
| MINUET (Coleman). Most popular lavender. | 10 | .75 | .45 |
| MISS BLOOMINGTON (Kundred). A very good early yellow. | 10 | .50 | .30 |
| MISS WISCONSIN (Krueger). A pure rich rose. Everyone loves it. | 10 | 4.00 | 2.70 |
| MIXED EXHIBITION BULBS. Assorted colors. | 12 | .50 | |
| MOTHER KAEL (Kadel). A very clear, pure yellow. Good. | 10 | .75 | .45 |
| MT. INDEX (Miller). Cream white with yellow throat. Eight open. A good variety. | 1 | .25 | .20 |
| OLIVE MARIE BROWN. A rich yellow laciniated prim. Always a winner in its class. | 10 | .15 | .10 |
| OREGON GOLD (Maj.). A very large light yellow. Very good. | 10 | .25 | .15 |
| PICARDY (Palmer). One of the most popular pinks. Giant size. | 10 | .20 | .12 |
| PINK PICARDY (Earl). A deeper pink sport of Picardy. | 10 | .20 | .12 |
| PINK PARAGON (Cassabeer). An excellent bright pink with seven to nine open. A long flower head and beautiful flower. A very good commercial. | 1 | .20 | |

| Variety | Per | Large | Medium |
|--|-----|-------|--------|
| PINK RADIANCE (Quackenbush). A very outstanding large pink. Good commercial. | 2 | .25 | .15 |
| PURPLE SUPREME (Wilson). A tall purple with eight open. Good color and an exhibition winner. | 10 | .30 | .20 |
| RED CHARM (Butt). An outstanding crimson. Excellent for exhibition or commercial purposes. | 10 | .25 | .15 |
| RED LIGHTNING. A flaming red with white throat. | 10 | .15 | .12 |
| RED PHIPPS. A tall light red. | 10 | .15 | .12 |
| RIO RITA (Lins). A beautifully ruffled large orange variety. | 10 | .35 | .20 |
| ROMAN GOLD. A tall orange and gold variety. | 10 | .15 | .10 |
| SENSATION. An extremely large flower and spike of rose pink. | 10 | .20 | .12 |
| SILENTIUM. A very tall, straight spike of white with bright feather in throat. A good bloomer. | 10 | .20 | .15 |
| SILVER WINGS (Ritsema). A creamy white sport of Picardy. Ruffled and more white than Leading Lady. Always a prize winner. Good propagator. | 10 | .60 | .45 |

| Variety | Per | Large | Medium |
|--|-----|-------|--------|
| SNOW PRINCESS (Pfizer). Outstanding white and good commercial. | 3 | .15 | .10 |
| STELLA ANTISDALE (Evans). Large light salmon pink with cream throat. Very tall and a good variety. | 10 | .20 | .15 |
| STOP LIGHT (Lins). A large bright red. | 10 | .25 | .15 |
| TWILIGHT DREAM (Hinsken). A beautiful rose, tan and cream perfectly blended. A smoky. | 10 | 3.00 | 2.50 |
| VAGABOND PRINCE. A rich smoky Glad with many open. | 3 | .20 | .15 |
| VAN GOLD (Van Voorhis). Deep golden yellow of merit. | 10 | .40 | .25 |
| VARIATION (Krueger). A beautiful cool pink, slight lavender tint. A grand spike. | 2 | .25 | .15 |
| VULCAN (Stevens). A good purple with large florets. | 10 | .30 | .20 |
| WANDA. A cream sport of Picardy and very good. | 3 | .20 | .12 |
| WHITE GOLD (Scheer). A very large and very good tall clear cream. Immense. Very good. | 2 | .25 | .15 |
| YELLOW PARADISE (Canine). An immense early medium yellow. Clear self color. Very tall spike. | 10 | 1.00 | .60 |

A LOT FOR YOUR MONEY

(PRICES F.O.B. EASTON, ILLINOIS)

Select \$ 5.00 worth and send us \$ 4.00
 Select \$ 7.50 worth and send us \$ 6.00
 Select \$11.25 worth and send us \$ 9.00

Prices Per 25

| Variety | No. 1 | No. 2 | No. 3 |
|-----------------|---------|---------|-------|
| ALGONQUIN | \$ 1.25 | \$ 1.00 | .75 |
| BAGDAD | 1.00 | .75 | .65 |
| BANCROFT WINSOR | 6.00 | 5.00 | |
| BEACON | 1.10 | .85 | .70 |
| BIG TOP | 2.00 | 1.60 | 1.25 |
| BLUE BEAUTY | 1.25 | | .80 |
| CAPEHEART | 1.25 | 1.00 | .80 |
| CASABLANCA | 1.50 | 1.60 | 1.25 |
| CORAL GLOW | 1.25 | 1.00 | .80 |
| CORONA | 1.25 | 1.00 | .80 |
| DEBONAIR | 1.00 | .80 | .60 |
| ETHEL CAVE COLE | 1.25 | 1.00 | .80 |
| FLORA FARMER | 1.25 | 1.00 | .80 |

PLANTING STOCK

(PRICES F.O.B. EASTON, ILLINOIS)

Order these early, otherwise will be planted

250 or more at 1000 rate

Select \$12.50 worth, send \$10.00

Select \$25.00 worth, send \$20.00

Select \$40.00 worth, send \$32.00

| Variety | Per | No. 5 | No. 6 |
|------------|------|---------|---------|
| BAGDAD | 100 | \$ 1.20 | \$ 1.00 |
| | 1000 | 10.00 | 7.50 |
| CAPEHEART | 100 | 2.00 | 1.50 |
| | 1000 | 15.00 | 10.00 |
| CASABLANCA | 100 | 2.00 | 1.50 |
| | 1000 | 15.00 | 10.00 |
| CHRISTABEL | 100 | 1.20 | 1.00 |
| | 1000 | 9.00 | 7.00 |
| DEBONAIR | 100 | 1.00 | .80 |
| | 1000 | 8.00 | 6.00 |
| E. C. COLE | 100 | 1.60 | 1.20 |
| | 1000 | 12.00 | 9.00 |
| KING CLICK | 100 | 5.00 | 4.00 |
| | 1000 | 40.00 | 32.00 |

| Variety | Per | No. 5 | No. 6 |
|-----------------|------|-------|-------|
| KING WILLIAM | 100 | 1.60 | 1.20 |
| | 1000 | 12.00 | 9.00 |
| KING LEAR | 100 | 1.50 | 1.20 |
| | 1000 | 12.00 | 9.00 |
| LEADING LADY | 100 | 6.00 | 4.00 |
| MAID OF ORLEANS | 100 | 1.20 | 1.00 |
| | 1000 | 10.00 | 8.00 |
| MARGARET FULTON | 100 | 1.00 | .80 |
| | 1000 | 8.00 | 6.00 |
| MOTHER KAEL | 100 | 2.00 | 1.60 |
| | 1000 | 15.00 | 12.00 |
| OREGON GOLD | 100 | 6.00 | 4.00 |
| | 1000 | 64.00 | 44.00 |

| Variety | Per | No. 5 | No. 6 |
|---------------|------|-------|-------|
| PICARDY | 100 | 1.25 | 1.00 |
| | 1000 | 12.00 | 8.00 |
| ROMAN GOLD | 100 | 1.25 | 1.00 |
| | 1000 | 10.00 | 7.50 |
| SENSATION | 100 | 1.60 | 1.20 |
| | 1000 | 12.00 | 9.00 |
| SILENTIUM | 100 | 1.50 | 1.20 |
| | 1000 | 12.00 | 8.00 |
| SNOW PRINCESS | 100 | 2.00 | 1.60 |
| | 1000 | 14.00 | 10.00 |
| WANDA | 100 | 1.25 | 1.00 |
| | 1000 | 10.00 | 7.50 |
| WHITE GOLD | 100 | 2.00 | 1.60 |
| | 1000 | 15.00 | 12.00 |

BULLET BARGAINS

(PRICES F.O.B. EASTON, ILLINOIS)

DO NOT ORDER BULLETS AFTER MARCH 28th

\$10 buys \$15 worth of Bullets. \$20 buys \$30 worth of Bullets. \$40 buys \$60 worth of Bullets. Pick them out.

| Variety | Dry Measure—Per ½ Pt. | Pt. | Qt. |
|-----------------|-----------------------|------|-------|
| GOLDEN CHIMES | | 1.50 | 2.50 |
| HARMAU | | 1.75 | 3.00 |
| JEANIE | | 1.00 | 1.75 |
| KING CLICK | | 3.50 | 6.00 |
| KING LEAR | | 1.50 | 3.00 |
| KING TAN | | 3.50 | 6.00 |
| KING WILLIAM | | 1.25 | 2.00 |
| LADY JANE | | 1.00 | 1.75 |
| LEADING LADY | | 8.00 | 12.50 |
| MARGARET BEATON | | 1.00 | 1.75 |
| MARGARET FULTON | | 1.00 | 1.50 |
| MOTHER KAEL | | 100 | 64.00 |

| Variety | Dry Measure—Per ½ Pt. | Pt. | Qt. |
|-----------------|-----------------------|-------|--------|
| OREGON GOLD | | 2.00 | 3.50 |
| ORIENTAL PEARL | | 50.00 | 100.00 |
| PELEGRAINA | | 1.00 | 1.75 |
| PICARDY | | 1.00 | 1.50 |
| PINK RADIANCE | | 1.50 | 3.00 |
| PURPLE SUPREME | | 2.50 | 4.00 |
| RED CHARM | | 2.50 | 4.00 |
| RED LIGHTNING | | 1.50 | 3.00 |
| RED PHIPPS | | 1.50 | 2.50 |
| ROMAN GOLD | | 1.00 | 1.50 |
| SENSATION | | 1.00 | 1.75 |
| STOPLIGHT | | 2.50 | 4.00 |
| SNOW PRINCESS | | 1.00 | 1.75 |
| VAGABOND PRINCE | | 1.00 | 1.75 |
| VULCAN | | 5.00 | 8.00 |
| WANDA | | 1.00 | 2.00 |
| WHITE GOLD | | 1.00 | 2.50 |

| Variety | Per | No. 1 | No. 2 | No. 3 |
|--------------|------|-------|-------|-------|
| FLORA FARMER | 100 | 5.00 | 4.00 | 3.00 |
| | 1000 | 40.00 | 32.00 | 25.00 |
| GOLDEN CUP | 100 | 4.00 | 3.20 | 2.40 |
| HALLOWEEN | 100 | 8.00 | 7.00 | 6.00 |
| HARMAU | 100 | 6.00 | 5.00 | 4.00 |
| | 100 | | | |